

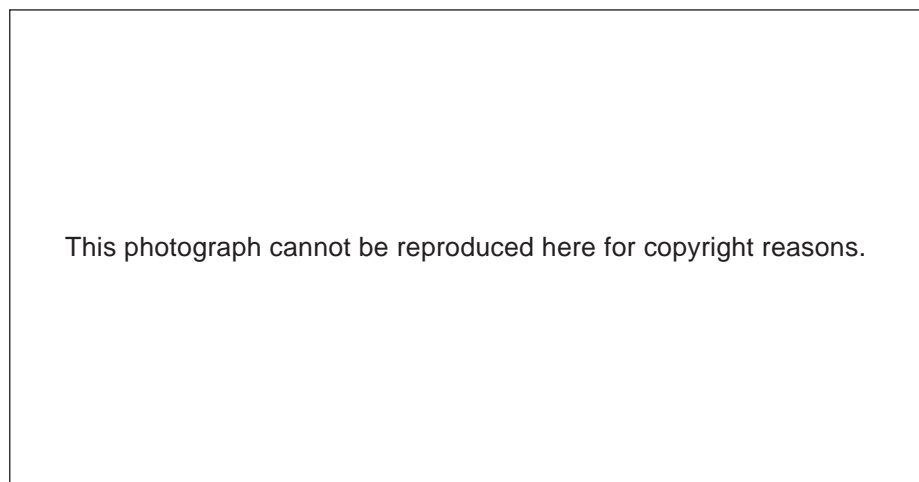
## PART 3: SOURCES ANALYSIS

Refer to the sources on this sheet when answering Question 45.

### Beatlemania

Fifty years ago, Beatlemania swept the Western world, including Australia. For teenagers and adults alike, the Beatles were unlike any group they had seen before. Beatlemania was a phenomenon that triggered a cultural shift. People flocked to see them and buy their records and merchandise. Between 1962 and 1970, the Beatles changed the face of popular music. Their music, concerts, appearance, and manner provoked mixed reactions from people of different ages.

SOURCE 1 — A photograph taken at a Beatles concert in the USA in 1964



M. Anderson, et al., 'Retroactive 2: Stage 5 Australian History', John Wiley & Sons Australia Limited, Qld, 2010, p. 456; Photo by Express/Stringer

SOURCE 2 — A historian's description of the impact of the Beatles's tour of America

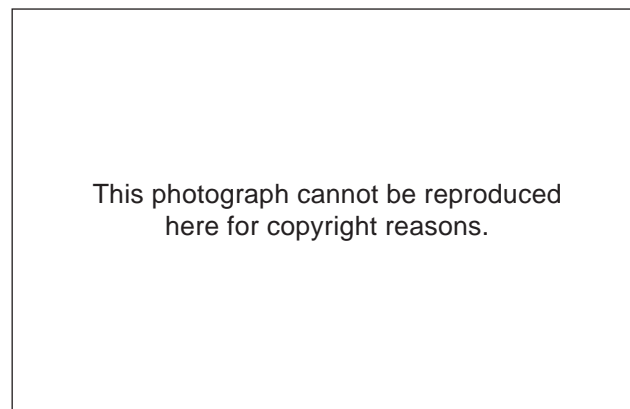
It is impossible to find any one reason why America fell so quickly to the Beatles. Certainly they were fresh and different ... Their hair was outrageously long for the times ... They were witty, dominating press conferences with clever off-the-cuff remarks. The timing of the visit was also fortunate. The Beatles arrived at the end of a winter of mourning over the loss of President John F. Kennedy.<sup>1</sup> ... The excitement of Beatlemania heralded the end of mourning and the start of a new era. The Beatles found themselves the focus of all the dreams and hopes that Kennedy had inspired.

<sup>1</sup> American President John F. Kennedy was assassinated in 1963

B. Howitt, *Rock Through History: Understanding the Modern World through Rock and Roll 1950s to 1990s*, Longman Cheshire Pty Limited, Melbourne, 1994, p. 80

SOURCE 3 — Teenage fans awaiting the Beatles

SOURCE 3(a)



New York Daily News Archive / Hyman Rothman/Getty Images

SOURCE 3(b)



© Bettmann/CORBIS, 13 August 1965

SOURCE 4 — A description of the Beatles's first appearance on the Ed Sullivan Show, extracted from a book celebrating the 50th anniversary of The Beatles's first American tour

The phenomenon unfolded in living rooms across the country. According to the A.C. Nielsen Co<sup>1</sup>, the viewing audience was estimated at about 74 million people, reflecting a total of 23.24 million homes, a record for any TV show. Entire families were drawn to the Beatles' performance for personal, if disparate<sup>2</sup>, reasons. It was a generational encounter: us against them. Adults weren't just skeptical about the Beatles' merit, musical or otherwise — they were prepared for a fight. No long-haired hooligans were going to undermine their values. But parents found something totally different from what they'd expected. The Beatles, as it turned out, were irresistible. They were sweet, not threatening, and what's more, they could sing.

<sup>1</sup> An American TV ratings survey company

<sup>2</sup> Very different

B. Spitz, *The Beatles Invasion: The Inside Story of the Two-week Tour that Rocked America*, Time Books, New York, 2013, pp. 52–53

SOURCE 5 — A newspaper journalist and a historian analyse the reaction to the Beatles in America and Australia

SOURCE 5(a)

In that first wave, in early 1964, most adults mocked the group. Highbrow derision<sup>1</sup> came not just from the Nation but the New Yorker, the New Republic and the New York Times<sup>2</sup>. This music was dismissed as a little disease that would pass ... But just because it wasn't seen as subversive<sup>3</sup> doesn't mean it wasn't subversive. The 1964 Beatles may not have been overtly anti-authority, but ... they ... made many in the establishment nervous, and rightly so.

<sup>1</sup> Snobbish criticism

<sup>2</sup> Influential American news media

<sup>3</sup> Rebellious

M. Tomasky, 'Cute? Hardly. The Beatles subverted the American way of life', *Los Angeles Times*, February 9, 2014, <http://articles.latimes.com/2014/feb/09/opinion/la-oe-tomasky-beatles-20140209>, viewed 11 June 2014

SOURCE 5(b)

The behaviour of young Australians became a topic of national debate. As huge crowds (the largest that would ever greet the Beatles anywhere in the world) massed in Adelaide and Melbourne, Australia seemed to be witnessing a revolution. Miss P. Evans, headmistress of the exclusive Ravenswood Methodist School for Girls, had tried the oppression approach. She had ordered her girls not to wear Beatle-style haircuts, and banned membership of fan clubs or the possession of photos at school.

B. Howitt, *Rock Through History: Understanding the Modern World through Rock and Roll 1950s to 1990s*, Longman Cheshire Pty Limited, Melbourne, 1994, p. 70

SOURCE 6 — Painting of the Beatles meeting Queen Elizabeth II in October 1965 on the occasion of being awarded MBEs<sup>1</sup> for export revenues



<sup>1</sup> British honour which makes the recipient a Member of the Order of the British Empire

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**SACE Board of South Australia**

Sources to accompany the 2014 Modern History paper

Friday 7 November: 9 a.m.